

**Amendments to Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A booklet system comprising:  
a pre-printed custom booklet ~~component~~signature selected for a targeted recipient and having a content control identifier;  
a content controller, wherein the content controller is adapted to:  
use the content control identifier received from the pre-printed custom booklet ~~component~~signature to obtain instructions associated with the targeted recipient;  
use the instructions to create a just-printed custom booklet ~~component~~signature for the targeted recipient; and  
use the instructions to marry the pre-printed custom booklet ~~component~~signature and the just-printed custom booklet ~~component~~signature to produce a customized booklet for the targeted recipient.
2. (Original) The booklet system of claim 1, wherein the content control identifier is a machine-readable code.
3. (Currently Amended) The booklet system of claim 1, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet ~~component~~signature, to read the content control identifier, and to send the content control identifier to the content controller.
4. (Currently Amended) The booklet system of claim 1, wherein the pre-printed custom booklet ~~component~~signature comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet ~~component~~signature comprises a cover printed on a sheet-fed printer.
5. (Currently Amended) The booklet system of claim 4, wherein the booklet system further comprises a pre-printed generic booklet ~~component~~signature and wherein the

content controller is further adapted to use the instructions to marry the pre-printed custom booklet ~~components~~signature, the just-printed custom booklet ~~components~~signature, and the pre-printed generic booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

6. (Currently Amended) The booklet system of claim 5 wherein the content control identifier is associated with profile data of the targeted recipient and wherein the pre-printed generic booklet ~~components~~signature is selected from a set of pre-printed generic booklet ~~components~~ signatures for inclusion in the customized booklet using the profile data.

7. (Original) The booklet system of claim 6, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

8. (Original) The booklet system of claim 1, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

9. (Currently Amended) A booklet system comprising:  
a pre-printed custom booklet ~~components~~signature selected for a targeted recipient and having a content control identifier;  
a pre-printed generic booklet ~~components~~signature;  
a content controller, wherein the content controller is adapted to:  
use the content control identifier received from the pre-printed custom booklet ~~components~~signature to obtain instructions associated with the targeted recipient;  
use the instructions to create a just-printed custom booklet ~~components~~signature for the targeted recipient; and  
use the instructions to marry the pre-printed custom booklet ~~components~~signature, the just-printed custom booklet ~~components~~signature, and the pre-printed generic custom booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

10. (Original) The booklet system of claim 9, wherein the content control identifier is a machine readable code.

11. (Currently Amended) The booklet system of claim 9, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed booklet ~~components~~signature, to read the content control identifier, and to send the content control identifier to the content controller.

12. (Currently Amended) The booklet system of claim 9, wherein the pre-printed booklet ~~components~~signature comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet ~~components~~signature comprises a cover printed on a sheet-fed printer.

13. (Currently Amended) The booklet system of claim 9 wherein the content control identifier is associated with profile data of the targeted recipient and wherein the pre-printed generic booklet ~~components~~signature is selected from a set of pre-printed generic booklet ~~components~~ signatures for inclusion in the customized booklet using the profile data.

14. (Original) The booklet system of claim 13, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

15. (Original) The booklet system of claim 9, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

16. (Currently Amended) A booklet system comprising:

- a pre-printed custom booklet ~~components~~signature for a targeted recipient and having a content control identifier;

- a pre-printed generic booklet ~~components~~signature;

- one or more pre-printed targeted generic booklet ~~components~~ signatures;

- a content controller, wherein the content controller is adapted to:

- use the content control identifier received from the pre-printed custom booklet ~~component~~ signature to obtain instructions associated with the targeted recipient;

- use the instructions to create a just-printed custom booklet ~~components~~signature for the targeted recipient;

use the instructions to determine if the targeted recipient is to receive at least one of the one or more pre-printed targeted generic booklet ~~components~~ signatures;

in the event the targeted recipient is to receive at least one of the one or more pre-printed targeted generic booklet ~~components~~ signatures, identify each of the one or more pre-printed targeted generic booklet ~~components~~ signatures the targeted recipient is to receive;

use the instructions to marry the pre-printed custom booklet ~~components~~signature, the just-printed custom booklet ~~components~~signature, the pre-printed generic custom booklet ~~components~~signature, and each pre-printed targeted booklet ~~components~~signature the targeted recipient is to receive to produce a customized booklet for the targeted recipient.

17. (Original) The booklet system of claim 16, wherein the content control identifier is a machine readable code.

18. (Currently Amended) The booklet system of claim 16, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed booklet ~~components~~signature, to read the content control identifier, and to send the content control identifier to the content controller.

19. (Currently Amended) The booklet system of claim 16, wherein the pre-printed booklet ~~components~~signature comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient, and the just-printed custom booklet ~~components~~signature comprises a cover printed on a sheet-fed printer.

20. (Currently Amended) The booklet system of claim 16 wherein the content control identifier is associated with profile data of the targeted recipient and the pre-printed targeted generic booklet ~~components~~signature is selected for inclusion in the customized booklet using the profile data.

21. (Original) The booklet system of claim 20, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

22. (Original) The booklet system of claim 21, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

23. (Currently Amended) A booklet system comprising:

a pre-printed custom booklet ~~components~~signature selected for a targeted recipient and having a content control identifier;

a web-fed printer having a personalization printer integrated therewith, wherein the web-fed printer is adapted to print a just-printed booklet ~~components~~signature;

a content controller, wherein the content controller is adapted to:

use the content control identifier received from the pre-printed custom booklet ~~components~~signature to obtain instructions associated with the targeted recipient;

use the instructions to direct the personalization printer to print personalized content selected for the targeted recipient at a specified location in the just-printed booklet ~~components~~signature; and

use the instructions to marry the pre-printed custom booklet ~~components~~signature and the personalized just-printed booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

24. (Original) The booklet system of claim 23, wherein the content control identifier is a machine-readable code.

25. (Currently Amended) The booklet system of claim 23, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet ~~components~~signature, to read the content control identifier, and to send the content control identifier to the content controller.

26. (Original) The booklet system of claim 23, wherein the personalized content is an address.

27. (Original) The booklet system of claim 23, wherein the personalized content is a message.

28. (Previously Presented) The booklet system of claim 23, wherein the content control identifier is associated with profile data of the targeted recipient and the personalized content is using the profile data.
29. (Original) The booklet system of claim 28, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.
30. (Currently Amended) The booklet system of claim 23, wherein the content controller is further adapted to use the instructions to create a just-printed custom booklet ~~components~~signature and to marry the pre-printed custom booklet ~~components~~signature, the personalized just-printed booklet ~~components~~signature, and the just-printed custom booklet ~~components~~signature to produce a customized booklet for the targeted recipient.
31. (Currently Amended) The booklet system of claim 30, wherein the pre-printed custom booklet ~~components~~signature comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient, and the just-printed custom booklet ~~components~~signature comprises a cover printed on a sheet-fed printer.
32. (Currently Amended) The booklet system of claim 23, wherein the booklet system further comprises a pre-printed generic booklet ~~components~~signature and wherein the content controller is further adapted to use the instructions to marry the pre-printed custom booklet ~~components~~signature, the personalized just-printed booklet ~~components~~signature, and the pre-printed generic booklet ~~components~~signature to produce a customized booklet for the targeted recipient.
33. (Currently Amended) The booklet system of claim 32 wherein the content control identifier is associated with profile data of the targeted recipient, and wherein the pre-printed generic booklet ~~components~~signature is selected from a set of pre-printed generic booklet ~~components~~ signatures for inclusion in the customized booklet using the profile data.
34. (Original) The booklet system of claim 23, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.
35. (Currently Amended) A booklet system comprising:

a pre-printed custom booklet ~~components~~signature selected for a targeted recipient and having a content control identifier;  
means to read the content control identifier to obtain instructions associated with the targeted recipient;  
means to use the instructions to create a just-printed custom booklet ~~components~~signature for the targeted recipient;  
means to use the instructions to marry the pre-printed custom booklet ~~components~~signature with the just-printed custom booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

36. (Currently Amended) The booklet system of claim 35, the system further comprising:

a pre-printed generic booklet ~~components~~signature; and  
means to use the instructions to marry the pre-printed custom booklet ~~components~~signature, the just-printed custom booklet ~~components~~signature, and the pre-printed generic booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

37. (Currently Amended) A booklet system comprising:

a pre-printed custom booklet ~~components~~signature selected for a targeted recipient and having a content control identifier;  
a web-fed printer having a personalization printer integrated therewith, wherein the web-fed printer is adapted to print a just-printed booklet ~~components~~signature;  
means to read the content control identifier to obtain instructions associated with the targeted recipient;  
means to use the instructions to direct the personalization printer to print personalized content selected for the targeted recipient at a specified location in the just-printed booklet ~~components~~signature; and  
means to use the instructions marry the pre-printed custom booklet ~~components~~signature and the personalized just printed booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

38. (Currently Amended) The booklet system of claim 37, the system further comprising:

a pre-printed generic booklet ~~components~~signature; and  
means to use the instructions to marry the pre-printed custom booklet  
~~components~~signature, the just-printed custom booklet ~~components~~signature and the  
pre-printed generic booklet ~~components~~signature to produce a customized booklet  
for the targeted recipient.

39. (Currently Amended) A method for printing a booklet for a targeted recipient  
using a booklet system, the method comprising:

reading a content control identifier from a pre-printed custom booklet  
~~components~~signature;  
using the content control identifier received from the pre-printed custom booklet  
~~components~~signature to obtain instructions associated with the targeted recipient;  
using the instructions to create a just-printed custom booklet ~~components~~signature  
for the targeted recipient; and  
using the instructions marry the pre-printed custom booklet ~~components~~signature  
with the just-printed custom booklet ~~components~~signature to produce a customized  
booklet for the targeted recipient.

40. (Previously Presented) The method for printing a booklet for a targeted recipient  
using a booklet system of claim 39, wherein the content control identifier is a machine-  
readable code.

41. (Currently Amended) The method for printing a booklet for a targeted recipient  
using a booklet system of claim 39, wherein the pre-printed custom booklet  
~~components~~signature comprises one or more signatures printed on a web-fed printer and  
customized for the targeted recipient and the just-printed custom booklet  
~~components~~signature comprises a cover printed on a sheet-fed printer.

42. (Currently Amended) The method for printing a booklet for a targeted recipient  
using a booklet system of claim 41, the method further comprises using the instructions  
to marry the pre-printed custom booklet ~~components~~signature and the just-printed custom  
booklet ~~components~~signature with a pre-printed generic booklet ~~components~~signature.

43. (Currently Amended) The method for printing a booklet for a targeted recipient  
using a booklet system of claim 39, wherein the content control identifier is associated  
with profile data of the targeted recipient and wherein the method further comprises:



using the profile data to select a targeted pre-printed generic booklet ~~components~~signature from a set of pre-printed generic booklet ~~components~~signatures for inclusion in the customized booklet using the profile data; and using the instructions to marry the pre-printed custom booklet ~~components~~signature with the just-printed custom booklet ~~components~~signature and the targeted generic book ~~components~~signature to produce a customized booklet for the targeted recipient.

44. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 43, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

45. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 43, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.

46. (Currently Amended) A method for printing a booklet for a targeted recipient using a booklet system, the booklet system comprising a web-fed printer having a personalization printer integrated therewith and wherein the web-fed printer is adapted to print a just-printed booklet ~~components~~signature, the method comprising:

reading a content control identifier from a pre-printed custom booklet ~~components~~signature;  
using the content control identifier received from the pre-printed custom booklet ~~components~~signature to obtain instructions associated with the targeted recipient;  
using the instructions to direct the personalization printer to print personalized content selected for the targeted recipient at a specified location in a just-printed booklet ~~components~~signature; and  
using the instructions to marry the pre-printed custom booklet ~~components~~signature with the personalized just printed booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

47. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the content control identifier is a machine-readable code.

48. (Currently Amended) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet ~~components~~signature, to read the content control identifier, and to send the content control identifier to the content controller.

49. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the personalized content is an address.

50. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the personalized content is a message.

51. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the content control identifier is associated with profile data of the targeted recipient and wherein the personalized content is using the profile data.

52. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 51, wherein the profile data of the targeted recipient is selected from the group consisting of an address, a set of preferences, a set of demographic data, and a set of historical data.

53. (Currently Amended) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the content controller is further adapted to use the instructions to create a just-printed custom booklet ~~components~~signature and to use instructions to marry the pre-printed custom booklet ~~components~~signature, the personalized just-printed booklet ~~components~~signature, and the just-printed custom booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

54. (Currently Amended) The method for printing a booklet for a targeted recipient using a booklet system of claim 53, wherein the pre-printed custom booklet ~~components~~signature comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet ~~components~~signature comprises a cover printed on a sheet-fed printer.

55. (Currently Amended) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the booklet system further comprises a pre-printed generic booklet ~~components~~signature and wherein the content controller is further adapted to use the instructions to marry the pre-printed custom booklet ~~components~~signature, the personalized just-printed booklet ~~components~~signature, and the pre-printed generic booklet ~~components~~signature to produce a customized booklet for the targeted recipient.

56. (Currently Amended) The method for printing a booklet for a targeted recipient using a booklet system of claim 55 wherein the content control identifier is associated with profile data of the targeted recipient and the pre-printed generic booklet ~~components~~signature is selected from a set of pre-printed generic booklet ~~components~~signatures for inclusion in the customized booklet using the profile data.

57. (Previously Presented) The method for printing a booklet for a targeted recipient using a booklet system of claim 46, wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual.